



VILLAGE CENTER & HISTORIC NODE  
i m p l e m e n t a t i o n p l a n

# NORTH LONG BEACH

FINAL DRAFT JANUARY 2004

FIELD  
PAOLI

LONG BEACH REDEVELOPMENT AGENCY



**NORTH LONG BEACH:  
VILLAGE CENTER AND HISTORIC NODE  
IMPLEMENTATION PLAN**

**FINAL DRAFT  
JANUARY 2004**

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**\* See Volume 2 (References & Exhibits)**

# INTRODUCTION

# 1.1 PURPOSE & GOALS

The purpose of the Implementation Plan is to provide the public and the City of Long Beach Redevelopment Agency (Agency) with specific direction towards the establishment of the Village Center along Atlantic Avenue at South Street and the Historic Node along Long Beach Boulevard at Market Street. The Village Center and Historic Node Implementation Plan (Implementation Plan), supplements the observations and recommendations contained within the North Long Beach Strategic Guide for Redevelopment (Strategic Guide) and the North Long Beach Street Enhancement Master Plan (Master Plan). The Implementation Plan strives to present a cohesive and consolidated implementation strategy, both for the Historic Node and for the comprehensive Village Center.

The Strategic Guide provided general goals for each of the two areas in North Long Beach, which were established in conjunction with the North Long Beach Project Area Committee (PAC).

For the Village Center:

"The goal of developing a Village Center is to create a definable unique center for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the village center itself."

For the Historic Node:

"The structures near the intersection of Long Beach Boulevard and Market Street comprise the Historic Core of North Long Beach and were the original downtown of Virginia City, the name by which North Long Beach was formerly known. The historical significance of the area shall be maintained in its redevelopment and revitalization. The primary focus will be on streetscape enhancements, façade renovations, historic preservation and where possible, the provision of public parking."

The aim of the Implementation Plan is to provide a working document that incorporates the vision of the community, sets concrete goals and priorities for the development of the Village Center and Historic Node and establishes phased actions for implementation. Continual participation by the Long Beach Redevelopment Agency (Agency) and Library staffs, the North Long Beach Project Area Committee (PAC), and the public at large has helped to mould the contents and thrust of this Implementation Plan. The strategies enumerated in this document will assist in the implementation of these vital and active centers for North Long Beach.

# 1.2 SCOPE & PROCESS

## Village Center

The Village Center encompasses an area that stretches from 56<sup>th</sup> to 59<sup>th</sup> Streets, one block on each side of Atlantic Avenue, with South Street in the middle of the focus area. Even though the primary attention will be on this four-block area, the Implementation Plan also examines an additional half block in all directions along Atlantic Avenue and South Street to better define the perimeter of the Village Center and establish a clear transition.

## Historic Node

The Historic Node encompasses parcels bordering both sides of Long Beach Boulevard between 53<sup>rd</sup> and 55<sup>th</sup> Streets and one parcel on the east side only between 59<sup>th</sup> Street and Louise Street.

To arrive at conclusive implementation strategies for these areas, it has been important to understand them in relation to the larger context of current development in North Long Beach and to existing planning documents about the area. This understanding has been achieved through study of the Strategic Guide and the Master Plan, as well as through a series of meetings with the North PAC including the Agency and members of the public. In the formulation of the Implementation Plan, the Field Paoli team worked through a series of steps, each of which culminated in a meeting and presentation. The process included the following steps:

### **Step 1 – Commencement Meeting (April 10, 2003)**

Purpose of an implementation plan, aims and objectives, general scope and method.

### **Step 2 – Second Meeting - First Thoughts and Ideas (May 29, 2003)**

Presentation of site observations and identification of assets and opportunities. Framing of different scenarios and exploration of strategies related to various uses, parking and open space. Identification and exploration of site options for a branch library.

### **Step 3 – Third Meeting – Preferred Directions (August 26, 2003)**

Incorporation of comments received from PAC and Agency staff, delineation of a preferred vision and work towards presentation of a preferred direction that can be taken to the Redevelopment Agency Board, full PAC and the community. Establishment of preliminary priorities and phases for implementation.

### **Step 4 – Prepare Preliminary Draft**

Preparation of preliminary draft and submittal to Agency staff and PAC Steering Committee. Comments and corrections then to be incorporated into the final draft and presentations made to various public bodies including the Redevelopment Agency Board.

### **Step 5 – Present Draft plan ( December 1, 2003 )**

Presentation of preliminary draft Plan to Community Steering Committee.

### **Step 6– Public Meeting (January 24, 2004)**

### **Step 7 – Redevelopment Agency Board Study Session (January 26, 2004)**

### **Step 8 – Special PAC Meeting (January 27th, 2004)**

### **Step 9 – Redevelopment Agency Board Approval (February 2004)**